

Broadview – Bitter Lake – Haller Lake Neighborhood Plan Update Questionnaire for Businesses

OVERVIEW

About Neighborhood Plan Updates

In the late 1990s, people in Broadview - Bitter Lake - Haller Lake worked together to create the *Broadview - Bitter Lake - Haller Lake Vision 2020 Neighborhood Plan*; your community's plan to guide growth and change for the following 20 years. The City is updating this plan. We want to be sure that you have a voice in identifying the issues that are important to your business. The update is an important collaboration between community members and City staff. The plan identifies priorities that the community and the City should act on to make your neighborhood even better.

The City's neighborhood plans are key components of Seattle's Comprehensive Plan, *Toward a Sustainable Future*. The Comprehensive Plan drives the future of your neighborhood. Most of the City's neighborhood plans are 12 years old. It's time to take a fresh look at your neighborhood plan! Things have changed since 1999. Some big changes are the new developments along Linden Avenue N. that are the start of an Urban Village, and the 2013 arrival of bus RapidRide with stops at N 130th and 135th Streets. Another is the City's increased effort to support the rich diversity of your neighborhood.

Your commercial area is the "neighborhood center;" where people come together to shop, take care of errands, dine, meet friends and often celebrate. You are the experts on what needs attention to create a thriving business district. Your answers to this questionnaire will help drive the priorities in your neighborhood plan update. The updated plan will then create an action plan to make your community vision a reality.

This questionnaire is one of several opportunities to get involved over the next year. We look forward to working with you. This questionnaire is also available on-line at <http://www.surveymonkey.com/s/P6Ng8VL>. We will report back to you within 3 months to let you know what we learned and what our initial strategies are for addressing the community's concerns.

WEBSITES

Neighborhood Planning: www.seattle.gov/dpd/Neighborhood_Planning

Neighborhood Advisory Committee:
www.seattle.gov/neighborhoods/npi/PublicInvolvement.htm

Neighborhood Plans: www.seattle.gov/neighborhoods/npi/plans.htm

Please tell us about your business

1. What type of business do you operate?

2. How long has your business been at this location?

☐ < 1 year

☐ 5 year - < 10 years

☐ 1 year - <3 years

☐ 10 years and more

☐ 3 years - <5 years

3. Who are your primary customers? (check all that apply)

☐ People within walking distance, or a short drive

☐ People from the larger region such as destination shoppers, specialty shopper

☐ Ethnic or cultural groups

What is your business' relationship to the Bitter Lake area?

Many community members see your business district as their "neighborhood center." How do you see your relationship to the surrounding community?

4. Where do you consider the "town center" to be?

5. What unique characteristics of your neighborhood commercial (business) district give it its identity and what would you like to see preserved or remain in the neighborhood?

6. What makes this a good place to own a business?

7. Are you an active participant in your business district and/or neighborhood?

☐ Yes

☐ No

8. To what extent do business owners talk to each other and work together in your neighborhood?

- ☐ Often ☐ Sometimes ☐ Never ☐ Don't know

9. How often, if at all, do you participate in the business/merchant association serving your neighborhood?

- ☐ Often ☐ Sometimes ☐ Never ☐ There isn't one

If you participate, with which group(s)? _____

10. In general, do you feel the business association serves your needs?

- ☐ Yes ☐ No ☐ Not sure Not Applicable

11. If you do participate, please explain why or why not you feel the business group meets your needs.

12. Are there changes to the neighborhood that you feel could bring more customers to your shop? (i.e. better bus stops, better sidewalks, more new homes, a plaza, increased safety, other?)

13. What are the most pressing issues that need to be addressed in your business district? (rank top 1st, 2nd and 3rd priorities)

- | | |
|---|---|
| <input type="checkbox"/> Public safety | <input type="checkbox"/> Availability/quality of goods & services |
| <input type="checkbox"/> Neighborhood reputation | <input type="checkbox"/> Parking |
| <input type="checkbox"/> Cleanliness along corridor | <input type="checkbox"/> Customer volume |
| <input type="checkbox"/> Pedestrian safety | <input type="checkbox"/> Merchants limited hours |
| <input type="checkbox"/> Storefront appearance | <input type="checkbox"/> Other |

Growing your business district

14. In five years, how would you want this business district to be defined?

15. In the last year has your business:

- | | |
|--|---|
| <input type="checkbox"/> Improved dramatically | <input type="checkbox"/> Decreased somewhat |
| <input type="checkbox"/> Improved somewhat | <input type="checkbox"/> Decreased dramatically |
| <input type="checkbox"/> Stayed the same | <input type="checkbox"/> N/A |

16. How familiar are you of the following City-led efforts to support business districts?

	Very Familiar	Somewhat Familiar	Not Familiar
"Only in Seattle" grant awards			
"Only in Seattle" marketing campaign			
Business Improvement Areas			

The following information is optional. It will help us to understand how our outreach is working, and to be in touch with you in the future. It will not be used for commercial purposes.

17. Where did you hear about the Neighborhood Plan Update?

- | | |
|---|--|
| <input type="checkbox"/> Planning Outreach Liaison | <input type="checkbox"/> Neighborhood Advisory Committee member |
| <input type="checkbox"/> I received a notice in the mail | <input type="checkbox"/> City of Seattle Neighborhood Planning Website |
| <input type="checkbox"/> I received an email notice | <input type="checkbox"/> Other/Word of Mouth |
| <input type="checkbox"/> Announcement at a community meeting, church, etc | |

18. Please provide your contact information if you would like to receive updates and event notifications. This information will not be used for commercial purposes.

Name: _____

Email Address: _____

Return Mailing Address: David Goldberg Department of Planning and Development 700 5th Avenue, Suite 2000 P.O. Box 34019 Seattle, Washington 98124-4019